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NASA Headquarters

Information Technology & Communications Division

Customer Satisfaction Assessment

Period of Assessment:
August 09, 2009 thru March 10, 2010

ASSESSMENT GOAL & FOCUS

- **GOAL** - Define a recommended repeatable approach for identifying how HQ end customers feel regarding the full breadth of ITCD services.

- **FOCUS** - The focus is on ITCD services and should not be tied to the specific provider of the service.

TASK OBJECTIVES

Objectives	
Task 1	Define and submit project scope, schedule, resource needs, and deliverables.
Task 2	Identify alternative approaches.
Task 3	Select a recommended approach.
Task 4	Report out to ITCD management team.

ASSESSMENT METHODOLOGY

Initial Considerations

- Should approach be active or passive, automated or manual?
- Should it involve sampling; if so, then how do you define sample size and diversity?
- Should there be different approaches for different customer types?
- Should we categorize customer types?
- How should we quantify and qualify customer “feelings”?
- How should we weight individual customer feelings to determine an aggregated result?

PROCEDURE & TIMELINE

Procedure Overview

- Interview Outline
- Target Audience
- Methods for Gathering Data
- Reference Information
- Project Schedule
- Storage of Documents
- Satisfaction Review Cycle
- Gesture of Appreciation

Timeline

Mission Directorates & Office of Education

Completed: Aug. 28, 2009

Follow-on: Dec. 1, 2009

Mission Support Offices

Completed: Oct. 1, 2009

Follow-on: Mar. 3, 2010

Note: Follow-ons were performed to capture input from organizational application owners and to obtain customer concurrence and validation of summary content.

ASSESSMENT INTERVIEW OUTLINE

1. Overall Assessment of ITCD Support & Service
2. Comments on Initiative for Stronger Partnership
3. Satisfaction with Communication Efforts of ITCD [*in the areas of*]
 - Interface with Customer Service Manager
 - ITCD Senior Management Interface
 - Confidence in Information Provided
 - Timeliness of Communication
 - Improving or Eroding Levels over Last 3 Months
 - Meetings/Forums Used for Communication Exchange
 - Availability and Quality of Subject Matter Expert Support

ASSESSMENT INTERVIEW OUTLINE

CONTINUED

4. Service Issues & Concerns *[in the areas of]*

- Multifunctional Devices
- CSSC Printing & Graphics Support
- Multi Media/Web Development/Events Technical Support
- Desktop Support Service (Includes: laptops, PDA's, printers, faxes & software)
- Help Line Support
- Catalog Purchases
- IT Security
- Policy Consulting Support (IT Security, Privacy, Privacy Act, Section 508, Records Management, etc)
- Special Task
- Applications Development (Communications, Documentation, Application Readiness, Issue Resolution, Business Knowledge, etc)
- On-Boarding New Employees
- Miscellaneous
- NOMAD Email Service

5. Notable Suggestions to Enhance Relationship

6. What is the most important IT related issue, concern, or need in your organization? [completed sample]

Customer Satisfaction Assessment

Charted Results & Findings

SERVICES SATISFACTION LEGEND & RESULTS

LEGEND

5	Outstanding
4	Exceeds Expectations
3	Very Satisfied
2	Satisfied
1	Dissatisfied
*	N/A

N/A = Does not apply to the interviewee or no response was provided

Charted Results Spreadsheet

AREAS OF CONCERN DISSATISFIED CUSTOMER RESPONSES

Services Ranked as the <i>Highest Level</i> of Customers' Dissatisfaction	Number of <i>Dissatisfied</i> Organizations
On-Boarding	11 (11 of 31 HQ Organizations)
Multifunctional Devices	8
Catalog Purchases	7
Nomad (Email)	4
App. Development	3
Communications Timeliness	3
Help Line Support	2
IT Security	2
7 other services	Charted 1 dissatisfied organization

SERVICE AREAS THAT MET CUSTOMERS' SATISFACTION

Services Ranked as the <i>Basic Level</i> of Customers' <i>Satisfaction</i>	Number of <i>Satisfied</i> Organizations
*Catalog Purchases	5 (5 of 31 HQ Organizations)
Desktop Support	5
Service Improvements	4
*On-Boarding	4
*IT Security	4
*NOMAD (Email)	3
*Help Line Support	3
*Communications Timeliness	3
Stronger Partnership	3
6 other services	Charted 2 satisfied organizations
4 other services	Charted 1 satisfied organization

***Bolded items** were also rated high on our Customers' Dissatisfaction list.

SERVICE AREAS THAT MET CUSTOMERS' SATISFACTION

Services Ranked as the Highest Level of Customers' Satisfaction	Number of Satisfied Organizations
Support Staff Expertise	24
ITCD CSM Interface	23
Confidence in Information	23
Initiative for Stronger Partnership	22
Communication Timeliness	22
Service Improvements (Recent)	22
Communications Forums/Meetings	22
Desktop Support	22
Printing & Graphics Support	21
NOMAD Support	21
Help Line Support	20
IT Security	20

Note: Organizations identified services 4 or higher (Scale: 1= Dissatisfied to 5 = Outstanding) ₁₂

ORGANIZATIONS' *MOST IMPORTANT ISSUE, CONCERN, OR NEED*

IT Communication and Outreach	Avoid information overload (monitor amount of Information distributed).
Help Support Follow up	Contact and inform customers before, during, and after service calls.
Catalog Purchases	Simplify ordering and approval process. Also, focus on reduction of delivery time associated with ordered items.
Multifunctional Copier Devices	Explore less complex devices that produces fewer operability issues; such as, jamming and service errors.
New Employee On-Boarding	Simplify process and provide quick reference to candidate on-boarding status. Synchronize on-boarding and agency systems so information does not vary from system to system. Moreover, reduce the number of systems used collectively to complete the on-boarding process.

RECOMMENDATIONS *TO ENHANCE CUSTOMERS' SERVICES*

Based on the analysis of the results and findings for this assessment, the Working Group developed **19 recommendations** to enhance services for our customers.

1. Communicate in a proactive manner (additionally, continued focus on communication is required).
2. Conduct training for new ITPOC.
3. Share known common systemic problems.
4. Stay on point at the meetings & take issues offline so that current topic issues are properly completed.
5. Get out of the chair and spend some time with the customer, do not only communicate with the customer via e-mail.

RECOMMENDATIONS *CONTINUED*

6. Ensure people fully understand what you are saying to them and why.
7. Follow up to ensure customers are succeeding after addressing an issue and ensure references are readily available to support customers' initiatives and your discussions.
8. Meet one-on-one (i.e. ODIN, ITCD, and ITPOC).
9. Initiate a stronger presence in the IT Customer Service Branch Chief role.
10. Provide more training options specific to IT related initiatives.

RECOMMENDATIONS *CONTINUED*

11. Modify elevated rights policy to allow authority to perform basic uploads and installation of printer drivers.
12. Conduct more ITCD training specific to providing customer service – together with the contractors.
13. Ensure ITCD and contractors are on the same page.
14. Improved customer rapport and the constant and unending e-mail threads and cycling.
15. Communicate issues with the customer and elevate the unresolved issue to the ITPOC when necessary.

RECOMMENDATIONS CONTINUED

16. Make sure that there are no surprises.
17. Develop and implement a simple and non-complex application to assist with ordering items, such as desk supplies, service issues, toner cartridges, and other office related items and include delivery status information.
18. Provide more insight on Tactical Plan and include the organization (i.e., SOMD) in decisions that will affect their staff.
19. Make the Service Request process more visible.



CUSTOMER SERVICE ASSESSMENT **FOLLOW-UP ACTIVITIES**

The Working Group plans to perform the following future activities:

- Present findings to Contractor Support Teams to ensure awareness of customer satisfaction levels and service area of concern.
- Produce a report card (Sept. – Oct. 2010) in order to define actions or processes implemented to address **area of service concerns** for each organization.
- Develop and initiate electronic survey using newly developed survey tool (Sept. – Oct. 2010) following distribution of survey to capture quick satisfaction poll.
- Plan meeting with organization's ITPOC & application owners.
- Initiate new IT Customer Service Level Assessment project in Oct. of 2010.



Questions ?